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Case No. 9623/324

PATENT APPLICATION TRANSMITTAL LETTER

To the Commissioner for Patents: Transmitted herewith for filing is the patent application of: Thomas A. Soulanille for: IMPROVED SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE Enclosed are: \boxtimes 13 sheet(s) of drawings, 51 pages of application (including title page), and the following Appendices: \boxtimes Declaration. \boxtimes Power of Attorney. Verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27. □. \boxtimes Assignment transmittal letter and Assignment of the invention to : GoTo.com, Inc. Other Than Elaims as Filed Small Entity Small Entity Col. 1 Col. 2 No. Filed No. Extra Rate Fee Rate Fee For or Basic Fee \$ 355 710 or \$ Total Claims 13-20 x\$9= \$ or x\$18=\$0 Indep. Claims 4-3 x\$40= \$ or x\$80= \$80 Mültiple Dependent Claims Present +\$135= \$ +\$270= \$ or *If the difference in col. 1 is less than zero, or enter "0" in col. 2. \$ Total Total \$790 M Please charge my Deposit Account No. 23-1925 in the amount of \$: . . A duplicate copy of this sheet is enclosed. A check in the amount of \$: 790.00 to cover the filing fee is enclosed. The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed. Any additional filing fees required under 37 CFR § 1.16. \boxtimes Any patent application processing fees under 37 CFR §1.17. \boxtimes The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed. Any filing fees under 37 CFR § 1.16 for presentation of extra claims. Any patent application processing fees under 37 CFR § 1.17. The issue fee set in 37 CFR § 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR § 1.311(b). John G. Rauch

BRINKS HOFER GILSON & LIONE

Registration No. 37,218

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